



WXYZ

ORDER

Print Date 10/02/12 Page 1 of 1

Flight Dates 09/25/12-10/01/12

| | | | |
|---------------------------------|------------------------------------|--------------------------|-----------------------------------|
| DETROIT | Product | Estimate # | 1655 |
| <u>Contract / Revision</u> | 312890 / | MDSCC-SC - SPORTS | <u>Alt Order #</u> |
| <u>Original Date / Revision</u> | | <u>Agency Com</u> 15% | <u>Billing Type</u> Cash |
| 09/27/12 | 09/27/12 | <u>Billing Contact</u> | <u>Order Type</u> GENERAL |
| <u>Advertiser</u> | Michigan Democratic State C | | <u>Billing Cycle</u> EOM/EOC |
| | 1322 G St, SE | | <u>Billing Calendar</u> BROADCAST |
| | Washington, DC 20003 | | |
| <u>Agency</u> | Three Point Media | <u>Demographic</u> | A35+ |
| <u>Buying Contact</u> | | <u>Rev Codes</u> | POL POL PARTY |
| | <u>Sales Office</u> EWSDC | <u>Product Codes</u> | PL |
| 1322 G St, SE | <u>Sales Region</u> NAT | <u>Priority</u> | FX |
| Washington, DC 20003 | <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

Primary Account Executive

www.yourteam.com
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| UNKWN | 100% | |
| WADL | % | |
| WDIV | % | |
| WDWB | % | |
| WJBK | % | |
| WKBD | % | |
| WLPC | % | |
| WPXD | % | |
| WTVS | % | |
| WWJ | % | |

| Order Totals | | | | | Billing Plan | | | | |
|----------------|------------|-------------------|-------------------|-------------|--------------|----------|---------|------------|--------------|
| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
| September 2012 | 2 | \$3,400.00 | \$4,000.00 | 0.00 | 08/27/12 | 09/30/12 | 2 | \$3,400.00 | \$4,000.00 |
| Totals | 2 | \$3,400.00 | \$4,000.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Totals | Amount |
|-----------------------------------------------------------------------------------------------|------|----------|----------|-------------------------|------------|----------------|---------|-----|-------|------------|-----|------|------|--------|--------------|--------|
| N 1 | WXYZ | 09/30/12 | 09/30/12 | Sports Update | 1130-12nCM | 1130pm-12am | -----S | :30 | 1 | \$1,000.00 | FX | 0.00 | NM | 1 | \$1,000.00 | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 09/25/12 10/01/12 -----S 1 \$1,000.00 0.00 | | | | | | | | | | | | | | | | |
| N 2 | WXYZ | 09/29/12 | 09/29/12 | ABC Saturday Night Food | 1130-12nCM | SA 8pm-1130pm | -----S- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> | | | | | | | | | | | | | | | | |
| Week: 09/25/12 10/01/12 -----S- 1 \$3,000.00 0.00 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | Totals | 2 \$4,000.00 | |